



The Green Masters Program is certification tool offered exclusively by the Wisconsin Sustainable Business Council.

## The Green Masters program enhances sustainability for businesses



**Measure and Improve**  
Benchmark and compare your sustainability performance internally and to other companies in your sector.



**Certify**  
A third-party credential to validate your sustainability programming.



**Get Recognized**  
Earn a certificate. The top 20% are Green Masters and recognized at our annual conference.



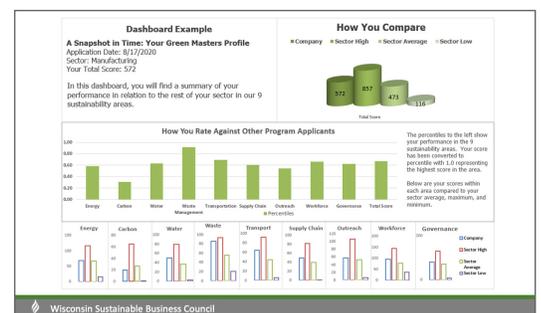
**Promote**  
Use the GM logo to share your sustainability story with others.

The Green Masters program helps your business focus on sustainable issues important to them and their industry while contributing to bottom line and top line growth.

Green Masters participants have access to user only peer groups, industry specific benchmarking, recognition, certification and use of the Green Master credential in marketing their business, products and services.

The program provides benchmarks against others in your industry and will record and track your progress in the nine sustainability action areas that define a sustainable company.

Your successful participation grants the use of the GMP certification logo for your company communications. This provides recognition for making sustainable advancements and distinguishes you in the marketplace.



The Green Masters Dashboard provides a summary of your performance in relation to the rest of your sector in our 9 sustainability areas.

## Sustainability Action Areas

Energy

Waste Management

Workforce

GHG Emissions

Transportation

Governance

Water

Supply Chain

Community Outreach

# Collateral Program Value



Earn credentials that objectively validate your program.



Get recognition and certification.



Add additional value to current programs and systems



Get actionable ideas for your planning and budgeting.



Enhance your knowledge of business sustainability.



Increase talent engagement, recruitment and retention efforts.



Share your sustainability story.



Stand out in the market by engaging stakeholders with your actions.



Network with peers to share ideas and experiences

## About the Wisconsin Sustainable Business Council

WSBC's mission is to advance sustainable principles and practices through the power of business. WSBC supports businesses and sustainability professionals through an array of programming, education, resources, and tools and is a catalyst for businesses looking to integrate sustainability into the fabric of their organizations. WSBC is a member organization and an affiliate of WMEP Manufacturing Solutions.

For more information, visit [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com)



Join and become part of the movement towards a resilient and sustainable future.

Jessy Servi Ortiz  
Managing Director of the WSBC

Please contact Jessy Servi Ortiz at [jessy@wisconsinsustainability.com](mailto:jessy@wisconsinsustainability.com) to sign up today.

Visit our website for additional information:  
[WisconsinSustainability.com](http://WisconsinSustainability.com)

